

**Contemporary  
Philippine Arts from  
the Regions  
Quarter 2 - Week 8  
Production Planning**



## ***What is It***

In order to properly execute a production, you have to go through a systematic and rigid planning period. This involves many different tools and materials depending on the nature of your production. In general, you must first plan out the **basic details of the production**, namely:

### **Type of production** (exhibit, concert, play, etc.)

When coming up with a type of production, consider the 4Ms. Ensure that your methods is fitting, your material can be best conveyed in the chosen type, your machineries are enough to execute the production, and that your manpower has the skill set required for the selected type.

### **Title or name of production**

Your production name has to be catchy, memorable, and unique. Remember, you want to compel an audience to view your artwork, and a generic title might not do the trick. Once you come up with a name, research about it first before making it final to ensure that it does not have negative associations and that it has not been overused in the past.

### **Venue or platform**

The venue refers to the physical space where you will execute the production. This can be a theatre, street corner, cafeteria, classroom, or similar places. When it is not necessary to execute your production in a physical place, then you still have to consider a platform. A platform can be social media sites for digital productions, radio shows, or other avenues which you can use so that your artwork reaches your target audience.

### **Target audience**

The target audience refers to the demographic group which your production primarily targets. Try to identify a specific target audience. For example, instead of saying you are targeting students as your viewers, identify their grade range and name of or type of school. Moreover, you also have to consider the audience's quantity and capacity to ensure maximum participation or viewership.

### **Date of implementation**

Your implementation date must be realistic and must give you enough time for preparation. It is suggested that you come up with a calendar of activities, marking milestones in your production process, to ensure that you are on time and that the best quality is met. Remember, a good production takes time and the process will require patience and diligence.

### **Resources**

Your resources refer to manpower, machineries, and financial considerations. For manpower, you have to make sure that the demand of the production fits the availability and capacity of the people involved. For machines, you have to confirm the availability of the necessary items such as lighting, design, props, and other things. If it is unavailable, then think of ways in which your team can still produce these machines.

Further, your resources are hugely defined by your financial capacity. A lot of time in pre-production stage is ideally allotted to fundraising. You may raise funds through selling things or through finding sponsors who believe in your production's vision. While it may feel like putting up an art production is expensive, it does not always have to be. Find ways to maximize available materials and cheapen the cost.

## **Objectives**

Objectives refer to the goals you have for your production. Objectives have to be identified before starting the production process. These will define what your production has to achieve in order to be considered as successful.

Objectives must be written in infinitives (to + verb) and it must be SMART or specific, measurable, attainable, relevant, and time bound.

- **Specific** - use concrete action verbs as opposed to abstract ones (i.e. the verb you use should suggest specific actions on how to go about it)
- **Measurable** - identify quantifiable metrics
- **Attainable** - ensure that it is realistic, and it can be attained given your resources
- **Relevant** - the objectives set must have significant impact to the production when achieved
- **Time-bound** - identify specific points in time (or time period) when you have to meet a certain objective

For example, consider the objective: to raise awareness on the subject matter of the play. This objective is not SMART. First off, it is not clear as to how a "raised awareness" will be measured (through an evaluation sheet, a survey, etc.) nor is it clear as to what the subject matter is (people may interpret a play differently). Further, it did not provide metrics, so its attainability is not knowable and is not time-bound.

A suggested revision may be: to raise awareness by 50% on breast cancer measured through a post-event survey distributed at the end of the play. This objective meets all of the criteria mentioned above.

After the implementation stage, your team should have an evaluation period. During then, discuss the good and the bad parts of the production, and check what you have achieved side by side with your objectives to see how much of the production is a success.